

Issue #6 • Volume 23 • June 2020



# OC Vision

Official Publication of the Orange County Chapter of California Landscape Contractors Association • [www.clca-orangecounty.org](http://www.clca-orangecounty.org)



**Cover Photo: Irvine Ranch Water District Headquarters Succulent Garden by 2019 multi award-winning contractor Tropical Plaza Nursery.**

OC VISION  
C/O CLCA - Orange County Chapter  
P.O. Box 12044  
Newport Beach, CA 92658



**Edward Wallace**  
**Midwest Landscaping**  
**Chapter President**

## Are You Busy?

This question comes up a lot for all of us contractors, yet it seems like the real

Finding an industry mentor who is humble enough to share his or her tips on how to stay on course and manage to get things done is a goal we should all seek. Plus, by being that mentor to other growing landscape contracting companies and supplier vendor clients, with the best information and customer service possible, we will set a standard which all of us in this beautiful green industry can benefit from.

question should be: are you getting anything done? It is easy to be BUSY – doing things like organizing our office desk, tool bins, to-do list, etc. But the real question of “are you getting anything done” is much better suited for today’s contractors.

**“This question comes up a lot for all of us contractors, yet it seems like the real question should be: are you getting anything done?”**

Getting things done takes planning, organizing, focus, and commitment to complete your task, whatever that may be. I have been a victim many times of starting things and then not finishing them. Working consistently and paying attention to the task at hand is a skill that, once it is learned and mastered, has a sweet reward.

Many a successful landscape contractor and associate member supplier company, focuses in on their clients and customers and stays the course to satisfy their life blood’s needs.

Check out our association’s various chapter websites and learn what they are doing and sharing with their chapter members. We have CLCA chapters as far north as Yosemite and all the way to the border of Mexico in San Diego.

Remember, relationships are everything and by commitment to the important core values of HONESTY, INTEGRITY, and ETHICS, we can all be assured of **getting things done** in a productive and positive way.

\*My PMA book of the month is one that I feel is very timely during these interesting times: *Democracy in America* by Alexis de Tocqueville.

See you on the trails! ~ Ed

### CLCA-OC Calendar & Other Upcoming Events

*Mark Your Calendars & Save the Dates Now!*

July TBD	CLCA Virtual University, Class #3. <i>This class will be conducted via Zoom.</i>
Aug. 15	Chapter Angels’ Baseball Game & Tailgate.
Oct. 6	Chapter Golf Tournament, Irvine. <i>Oak Creek Golf Club: 1 Golf Club Drive, Irvine.</i>
Oct. 14	CLCA University, Class #4. <i>Location TBD.</i>
Oct. 28	2021 OC Chapter Planning Meeting.
Nov. 11-14	CLCA State Convention.
Dec. TBD	Chapter Holiday Party.

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*For information about what we're doing in 2019, contact Ed.*



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Custom Writing & Writing Repair  
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*For inquiries relating to educational programs and their development, contact Roland.*



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## CLCA Offering *How To Make Money With Your Landscape Business* Webinar Series FREE to Members



CLCA is offering its *How to Make Money With Your Landscape Business* webinar series free to its members. The series, which starts on June 17, will consist of six one-hour online presentations. Webinars will be recorded, so it's no problem if you can't attend one!

By attending this webinar series you'll gain valuable insight and advice for growing your business! How much money do you need to make in your business? Do you know how to set the right price, and get it? Do you know if your price is

right? Estimating and pricing your services correctly are key to a profitable business. Learn the best methods from some of the most successful veterans in the landscape industry!

In this series, attendees will learn how to:

- Plan their business growth, considering employees, clients, and retirement goals.
- Develop pricing habits that pay off — don't let mistakes hurt your profits!
- Understand customer education, expectations and satisfaction.
- Review the three phases of a bid, plus margins and markups.
- Define and allocate general and administrative overhead costs including advertising, insurance, licenses, bonds, equipment, travel, and much more!

Registration for all six webinars is \$100 (normally \$350), but is Free for CLCA members! Presentations are scheduled for June 17, 18, 19, 24, 25, and 26 from 3 - 4 p.m.

Visit <https://www.surveymonkey.com/r/HTMMonline> to register for this series.

**With advocacy, action on upcoming events and a Company/HR information portal, CLCA is taking action to help you survive the coronavirus pandemic. Visit [www.clca.org/covid](http://www.clca.org/covid) for the most up-to-date information.**

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# Remembering Tom Ash – Water Conservation Pioneer

*Excerpted from an article published by HydroPoint on [www.hydropoint.com](http://www.hydropoint.com)*



The green industry lost an important member of its community with the passing of Tom Ash, former HydroPoint Director of Conservation (pictured left). Tom was a pioneer of water sustainability, but he was loved for reasons beyond his expertise. Tom kept us laughing and learning. He made sustainability cool, long before it was in vogue to care.

During his time at HydroPoint, Tom taught many of us the “inside baseball” version of water politics in California. He directly influenced more than one multi-million dollar program for HydroPoint, as an indefatigable reformer for water conservation. Tom was instrumental in getting water agencies like WMWD, RCWD, EMWD, MNWD, LVWD and others to refine and improve weather-based sustainable water rate structures and billing systems.

Our team at HydroPoint can truly say that Tom didn’t just positively impact those who knew him. He helped countless communities lessen their footprint on the planet. His positive attitude and service to the planet has touched us all. Our best wishes and love to Tom’s family and friends at this time. “Saving water” won’t be the same without him.

HydroPoint would not exist today without Tom’s early work, passion, dedication and influence on conservation. A life so wonderfully lived will be wonderfully remembered by all who knew him.

As a water horticulturist, Tom worked on three continents during droughts and wrote two books on water-use efficiency. He started working with water agencies in 1987 and developed an expertise in conservation over the following decades. He helped design and implement the first water budget tiered rate structure in 1991 with the Irvine Ranch Water District. He was the first Agency person to commission a study on the early WeatherTRAK controller while at the IRWD. When Tom came to HydroPoint in 2003, he had been championing early smart irrigation technologies for years.

Tom was an educator who tirelessly worked to influence efficient water infrastructures across numerous territories and agencies. His accomplishments were too numerous to list here. He spent the better part of his career helping organizations adapt to California legislation for water-use efficiency. He developed the blueprint for agencies to stabilize revenue, increase efficiency, and satisfy their communities. In other words, Tom defied the conventional wisdom that such things weren’t concurrently possible.

“He could talk shop with a CEO minutes after finishing a field training session for 20 workers. He had that range of knowledge and infectious enthusiasm,” said Chris Manchuck, HydroPoint’s co-founder (see his TED talk on the economics of water conservation for proof!). “Many times you had no idea what he was talking about but it did not matter. You got on board because Tom was saying let’s go and you had to see what was next.”

“Tom was a mentor, a coach, a gentleman and a rascal. I loved Tom Ash.” Ben Slick, SVP Business Development at HydroPoint, expressed.

## Landscape Water Management ...A Way of Life

Tom Ash was a very honored friend and *early days* water management professional who helped guide our current CLCA Water Management Program.

Tom developed many water-use efficiency programs benefitting public agencies, retrofit and data collection programs, incentive water rate structure development, and ‘Best Management Practice’ solutions. He was also a very proficient landscape contractor.

The CLCA co-sponsored one of Tom’s books, *Landscape Management for Water Savings*, published by the U.S. Bureau of Reclamation (1997). This manual revolutionized our industry. It was a primer for green industry professionals on how they could provide healthier, more water-efficient and cost-effective landscapes, as well as how to market these services to customers.

Tom was a visionary, a doer, an industry leader, great mentor, and a true friend to all of us who had the opportunity to be blessed by his presence in our lives.

R.I.P. Tom and thank you for blazing the trails.

Edward L. Wallace  
*CLCA Resource Management Committee Member  
and part of the Fall 1998 Landscape Management  
for Water Savings manual task force.*

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## Battery or Gas? Looking to the Future of Outdoor Power Equipment

Can you hear that? It's the sound of the future, as more communities move toward quieter, eco-friendlier power equipment. Fully electrical power equipment, such as Husqvarna's battery series, produce extremely low noise levels. Plus, thanks to their battery-powered operation, the units produce no direct emissions.

Mowing grass, blowing leaves, and trimming hedges are just a few of the tasks undertaken by grounds keepers or landscaping crews. And that's to say nothing of the work done by arborists!

Of course, such effort requires the use of power equipment. With that equipment comes two things that aren't very popular: air pollution and loud noises.

### Communities Push Back

In the last few years, an increasing number of communities have passed laws restricting the use of noisy leaf blowers and similar equipment. Cities don't like the pollution emitted by small engines, and neighborhoods don't care for the loud noises.

As a result of these new regulations, certain power equipment manufacturers began working on solutions – Husqvarna included. The question was this: How do we balance the needs of outdoor professionals with the preferences of today's urban and suburban communities?

At Husqvarna, our solution was simple and effective: We

developed a line of battery-powered equipment geared toward the commercial user.

### Two Birds with One Stone

Fully electrical power equipment, such as Husqvarna's battery series, produces extremely low noise levels. In fact, you probably couldn't tell if your neighbor was operating a battery product next door. Plus, thanks to their battery-powered operation, the units produce no direct emissions.

These simple features alleviate the big concerns of private and public communities. At last, green spaces can be maintained with cleaner, quieter, more efficient machinery.

However, the benefits to professionals are even more impressive.

### Electrifying Benefits

Husqvarna's professional battery products are more than just a replacement for gas-powered equipment: They're an upgrade!

Professional battery products offer the following advantages to commercial users: easier starting, lighter weights, reduced vibrations, eliminated exhaust fumes, no routine engine maintenance, savings on fuel, oil, filters, and more. Most importantly, Husqvarna battery products now match or exceed the performance of similar gas-powered equipment. But are professionals ready to incorporate such cutting-edge technology into their fleets?

### What the Future Says

In 2016, Husqvarna commissioned a global study related to the future of urban parks and green spaces. They asked 533 landscape architect students in 15 countries to share their opinions on what urban parks will look like by the year 2030.

The results were eye-opening:

- 98% report a positive outlook on the use of new technology in parks.
- 63% want to include sensors for tracking the health of green spaces.
- 47% believe robots and drones will play an important role in green space maintenance.

2030 may seem like a ways off, but the future revolution is already beginning, as more professionals choose to get ahead of the curve and embrace new technology.

### What Customers are Saying

To complement the student study, Husqvarna conducted a survey of consumers in the United States. 1,579 consumers gave their opinions about green spaces, outdoor power equipment brands, commercial landscaping companies, and more. See the infographic on the adjacent page to learn the results of this survey.

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## LANDSCAPERS & GREEN TECH

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of consumers who have a lawn would choose a landscaper who uses eco-friendly outdoor power equipment over one who doesn't



### SILENCE IS GOLDEN

57%

of consumers would pay more for a landscaper who uses quieter outdoor power equipment

72%

of consumers would support companies that use eco-friendly outdoor power equipment over those that don't

### AND

71%

of consumers believe companies that choose eco-friendly outdoor power equipment should receive tax benefits



## CONSUMERS & GREEN SPACES

56%

### AND

75%

of consumers visit a public park once a week or more



of consumers spend three or more hours per week outdoors

78%

of consumers believe public parks should use eco-friendly outdoor power equipment for maintenance



70%

of consumers believe there should be tax benefits for people who purchase eco-friendly outdoor power equipment



Learn more about Husqvarna and their line of battery-powered equipment at: [www.husqvarna.com](http://www.husqvarna.com)

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# Profit: The One Number Business Owners MUST Stop Focusing On

By Jonathan Goldhill, The Goldhill Group

**W**hen attempting to put a value on your business, it all comes down to this simple equation:

**Profit X Multiple = Business Value**

This little calculation emphasizes profits, resulting in an increased effort to sell more and at higher prices. This approach increases revenues, but often only slightly.

In reality, cranking up the sales volume means you will spend a lot more time on the phone, on the road, and in face-to-face transactions. While this results in boosted sales, it also makes your life a little more complicated as all aspects of customer service will also increase.

Pretty soon, you are going to feel like one day bleeds into the next. Burnout sets in, your mental and physical health may suffer, and these valuable business relationships may end up damaged in the end if you are unable to keep up with the demand.

## The Other Side of The Equation: The Multiple

It's easy to focus your efforts on profits. It's what most people think of first. But focusing on your multiple is the smarter way to grow your company, increase its value, drive profit, and—perhaps most importantly—maintain your sanity and freedom.

So, what directs your multiple?

**Differentiation.** If you have a unique product or service, if you have an exclusive license, or if there is little competition in your niche, your business will be valued quite a lot higher.

**Business Runway.** Having a large share of a market might seem like an attractive attribute but many buyers will see it as a negative as it may appear that you have already used up most of the available opportunities. Buyers want to know that there is still plenty of runway for growth ahead.

**Repeat Revenue.** Recurring revenue is highly beneficial from many angles, but most importantly, when you're looking to sell your business. Potential buyers need to know that your company will survive even if you're out of the picture.

**Profitability and Financials.** Good quality financials are essential. Any potential buyer or investor will value the state of your bookkeeping almost as much as they do your profits.

**You.** At the heart of every sale of every business is the "you" factor. Is your daily involvement critical to business continuity? To increase your multiple, your company needs to be able to run efficiently and independently without your constant input.

## Increase Your Multiple and Stop Focusing on Profits

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# Defend Trees Against Pests: Invasive Shot Hole Borers



## What Is the Threat

Invasive Shot Hole Borer (nr *Euwallacea fornicatus*), or ISHB, is an exotic ambrosia beetle that was first detected in 2003 in southern California and is responsible for attacking a large number of tree species. Adult beetles are either black or brown in color, whereas larvae are white and grub-like. The term “ambrosia” refers to two or more fungi species that are carried by the female and inserted into tree when she mines galleries into the sapwood. The fungus grows in the galleries, where developing adults and larvae feed on it. The presence of both the galleries and the fungus increases tree stress and can lead to tree mortality.

## Where Is the Threat

The ISHB is currently found in southern California, specifically in San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Orange, San Bernardino, Riverside, and San Diego Counties. While this beetle can attack over 300 plant species, the majority of which are hardwoods, it can only reproduce in 65 species, including maple, sycamore, oak, willow, alder, and liquidamber.

## Symptoms

The characteristics of ISHB attack and fungus infection differ among tree species. The beetle commonly attacks the main stem and larger branches of trees but injury can be found on twigs as small as 1 inch in diameter. It produces a very precise, perfectly round, tiny (< 0.1 inches in diameter) entry hole in most trees. Depending on the tree species attacked, ISHB injury can be identified either by staining, gumming, or a sugaring response on the outer bark. Fungal infection can cause leaf discoloration, wilting, branch dieback, and tree mortality.



## What To Do About It

Preventative treatment with TREE-äge® R10 or TREE-äge® G4 prior to initial ISHB attack is the recommended management strategy. In addition, the systemic application of Propizol® will protect trees from the fungi introduced by the ambrosia beetle. Treatments should be reapplied every 2 years.

There are many things affecting the health of our trees, especially in our urban and suburban forests. Often by treating underlying symptoms, like root loss or drought stress, or treating preventively when invasive pest pressure is near, we can protect our trees for generations to come. Learn more about plant damaging insects at [www.arborjet.com/problems\\_solutions\\_category/insects-and-mites/](http://www.arborjet.com/problems_solutions_category/insects-and-mites/)



## Photos

**Top: A new ISHB attack on California sycamore.**

*Photo taken by Arborjet, Inc.*

**Middle: External bark staining caused by ISHB attack on California sycamore.**

*Photo taken by Arborjet, Inc.*

**Bottom: Internal galleries caused by ISHB attack on California sycamore.**

*Photo taken by Arborjet, Inc.*

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